



LEO BURNETT U.S.A.

35 West Wacker Drive, Chicago, Illinois 60601, Tel: (312) 220-5959, Fax: (312) 220-3299

March 26, 1997

Ms. Linda Schwartz
PHILIP MORRIS U.S.A.
120 Park Avenue
New York, NY 10017

Re: 1997 Winter Parliament Party Zone
Response Report

Dear Linda:

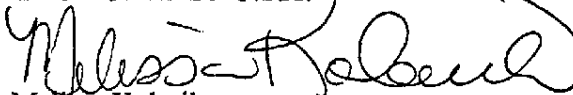
Attached, you will find the final response report that has been created for the 1997 Winter Parliament Party Zone Program. This final report details the number of program responses received and processed from February 7, 1997, through the conclusion of the program, March 8, 1997. All final records have been sent to GMR and the PM Smoker Database.

The "Market Count" referenced on the attached report is derived from the GMR "Event Card Count Sheets." The "Received by ISI" count reflects a manual record count performed by ISI. All illegible, foreign and blank surveys that are detected during the hand count are not forwarded to data entry. Additional unkeyable surveys are detected during the data entry process. Therefore, there is a difference between the number of surveys sent to data entry and the number of records sent to the PM Smoker Database. As you know, duplicate and "screamer" records are sent to the Philip Morris Smoker Database, however they are not forwarded to GMR. Therefore you will usually see a difference in the number of records to GMR and the number to Richmond.

If you should need further information or clarification, please contact me at (312) 220-3629.

Sincerely,

LEO BURNETT U.S.A.


Melissa Kolarik

cc: L. Steen - PM/NY
L. Gillis, C. Gray, C. Forster, R. Long, B. Zimmerman - LBCo.

2072405286

1997 Parliament Winter Party Zone

Event Cards Received by Week

Dates	<u>Slopes Hotel</u>	<u>Hunter Village</u>	<u>Chapter Eleven</u>	<u>Total</u>
2/6-2/12	458	235	0	693
2/13-2/19	432	224	42	698
2/20-2/26	350	164	0	514
2/27-3/5	341	150	0	491
3/6-3/12	160	141	0	301
Total	1,741	914	42	2,697

Event Cards Processed

	<u>Slopes Hotel</u>	<u>Hunter Village</u>	<u>Chapter Eleven</u>	<u>Total</u>
Market Count	1,741	914	42	2,697
Received by ISI	1,753	909	42	2,704
Difference vs Count	12	-5	0	7
No DOB	0	1	0	1
No Sig	3	0	0	3
Blanks	0	0	0	0
Illegibles	0	0	1	1
Foreign	0	0	0	0
Net to Data Entry	1,750	908	41	2,699

	<u>Records to GMR</u>	<u>Records to Richmond</u>
2/14/97	675	675
2/21/97	653	701
3/7/97	853	925
3/14/97	272	298
Total	2,453	2,599

3/26/97

2072405287